

RIDE FOR SICKKIDS



Sunday, August 10, 2025
North Maple Regional Park
www.rideforsickkids.com
**SPONSORSHIP
OPPORTUNITIES**

EVENT INFORMATION

The 17th Annual Ride for SickKids will take place at North Maple Regional Park in Vaughan, ON, where participants will gather before embarking on a 150km police-escorted motorcycle ride through York Region. The event concludes with a return to the park for a post-ride celebration featuring lunch, live music, offering sponsors the opportunity to engage with attendees in a lively and impactful setting.

The event benefits from comprehensive promotional efforts through the SickKids Foundation-branded website which reaches influential professionals across sectors like legal, financial, retail, hospitality, technology, and real estate. Additional promotions will be conducted via local media, motorcycle clubs, targeted events, and the Ride for SickKids social media platforms, ensuring wide-reaching visibility for sponsors. Moreover, corporate sponsors gain the advantage of having their brand showcased at our high-profile booth during the North American International Motorcycle Supershow and additional events/tradeshows.

Registration and donations are processed online via the SickKids Foundation at www.rideforsickkids.com, ensuring a streamlined experience for all participants while supporting a great cause: the life-saving work of The Hospital for Sick Children (SickKids).



ABOUT US



The Ride for SickKids (RFSK) is an annual charity event that brings together motorcycle enthusiasts to raise funds for The Hospital for Sick Children (SickKids) in Toronto. Since its founding in 2009 by Nella Figliano, the Ride has grown into a signature event, raising over \$1.3 million to date. At the conclusion of each event, the Ride for SickKids team liaises with SickKids Foundation to choose a specific item and purchases it for the hospital with the funds raised. What started as a small initiative has become a fun, exciting, and highly impactful charity event, driven by the dedication of our committee, volunteers, and participants.

Corporate sponsorships are vital to the success of the Ride for SickKids. By partnering with us, businesses not only contribute to a great cause but also gain visibility in a growing community of motorcycle enthusiasts and charitable supporters. Sponsorship opportunities are available at various levels, offering a unique way to align your brand with a respected cause, while directly impacting the health and well-being of children. Join us in our fight to make a difference— together, we can continue to change lives.

\$20,000 Title Sponsor

Category Exclusivity: Prominent display of logo as **Title Sponsor** on all official Ride for SickKids branding, including banners, print materials, and website.

Promotional Exposure: Company logo featured on banner and media kits sent to press outlets including radio, TV, and newspapers.

Digital and Social Media Promotion: Company logo on Ride for SickKids website with a link to the company's site, and promotion on social media four times in the month leading up to the event.

Event-Day Presence: Distribute promotional materials and receive a Gift in Kind acknowledgment letter from SickKids Foundation for sponsorship value.

\$5,000-\$10,000 Platinum Sponsor

Promotional Exposure: Company logo featured on banner and media kits sent to press outlets including radio, TV, and newspapers.

Digital and Social Media Promotion: Company logo on Ride for SickKids website and promotion on social media two times in the month leading up to the event.

Event-Day Presence: Distribute promotional materials and receive a Gift in Kind acknowledgment letter from SickKids Foundation for sponsorship value.

\$1,000-\$4,999 Gold Sponsor

Promotional Exposure: Company logo featured on stage banner

Digital and Social Media Promotion: Company logo on Ride for SickKids website and promotion on social media one time in the month leading up to the event.

Event-Day Presence: Distribute promotional materials and receive a Gift in Kind acknowledgment letter from SickKids Foundation for sponsorship value.

\$7,000 T-Shirt Sponsor

Company Logo on sleeve of official T-shirt for 2025 ride distributed to pre-registered riders and volunteer committee. Platinum sponsor package recognition

\$8,000 Stage & AV Sponsor

Company Logo and acknowledgement as stage sponsor on 1/2 of stage sponsor banner. Platinum sponsor package recognition.

\$5,000 Beer Garden Tent Sponsor

Logo on signage at tent entrance as "Tent Sponsor". Gold sponsor package recognition.

Company Name: _____

Contact Name: _____

Email: _____

Phone: _____

Address: _____

City, Province, Postal Code: _____

Instagram: _____

Website: _____

I WOULD LIKE TO:

Be a sponsor:

- Title Sponsor - \$20,000**
- Platinum Sponsor - \$ _____**
- Gold Sponsor - \$ _____**
- T-Shirt Sponsor - \$7,000**
- Stage and AV Sponsor - \$8,000**
- Beer Garden Tent Sponsor - \$5,000**

Make a donation: \$ _____

Provide a raffle prize:

Be a vendor at the event providing:

Method of Payment:

- E-transfer:**
rideforsickkidspayment@gmail.com
- Cheque:**
payable to Ride for SickKids

**For additional information, contact
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